

Bobby Jindal
GOVERNOR




Alan Levine
SECRETARY

State of Louisiana
Department of Health and Hospitals
Center for Preventive Health
August 6, 2010

REVISED TO INCLUDE MORE DETAILED INFORMATION

TO: LA WIC VENDORS

FROM: TRICIA GUIDROZ, MA
LA WIC VENDOR MANAGER 

RE: CHANGES FOR ENFAMIL PRODUCTS

The Louisiana WIC Program has been notified by Mead Johnson Nutrition that the Enfamil products are being changed. The following are the changes being made along with other pertinent information:

Enfamil Premium LIPIL – WIC Vendors are required to stock at all times

Description of Change:

1. The word "Infant" will be included in the Product name.
2. The word "LIPIL" will no longer be included on the label.
3. The number "1" will be added to the front of the label to indicate that the product is for the first year of life.
4. The new Enfamil Premium Infant labels will have a "New Look" message on the label for a period of time after the transition.

Timing of Change:

Product with the new **Enfamil Premium Infant** name and/or label will begin shipping in August, 2010. Depending on retailer inventory levels, the new labels should start appearing on retail store shelves in September, 2010.

Food Instrument Change:

Enfamil Premium w/ Iron →→ Enfamil Premium Infant w/ Iron

Enfamil Gentlease LIPIL & Enfamil ProSobee LIPIL – WIC Vendors are required to stock at all times

Description of Change:

Deletion of the word "LIPIL" on the label(s)

Timing of Change:

Product with the new labels will begin shipping in late July, 2010. Depending on retailer inventory levels, the new labels should start appearing on retail store shelves in September, 2010.

Food Instrument Change:

Enfamil Gentlease LIPIL →→ Enfamil Gentlease
Enfamil ProSobee LIPIL →→ Enfamil ProSobee

Enfamil Enfacare – Optional for WIC Vendors to stock

Description of Change:

The product will no longer have the word "LIPIL" and a new duck character will replace the Peter Rabbit bunny on the front of the label for all forms of Enfacare.

Timing of Change:

Product with the new labels will begin shipping in August, 2010. Depending on retailer inventory levels, the new labels should start appearing on retail store shelves in September, 2010.

Food Instrument Change:

Enfamil Enfacare LIPIL →→ Enfamil Enfacare

Enfagrow Premium Next Step, Enfamil AR LIPIL & Enfagrow Soy Next Step - Optional for WIC Vendors to stock

Description of Change:

Deletion of the word "LIPIL" on the label(s)

Timing of Change:

Product with the new labels will begin shipping in late July, 2010. Depending on retailer inventory levels, the new labels should start appearing on retail store shelves in September, 2010.

Food Instrument Change:

Enfagrow Premium Next Step →→ Enfagrow Premium Toddler

Enfagrow Soy Next Step →→ Enfagrow Soy Toddler

Enfamil AR LIPIL →→ Enfamil AR

Enfamil Gentlease LIPIL →→ Enfamil Gentlease

Enfamil ProSobee LIPIL →→ Enfamil ProSobee

During this transition, participants are allowed to transact their WIC Food Instruments that contain either the current or revised name for the above formula products. The quantity and form (powder or concentrate) of the infant formula must be dispensed as printed on the Food Instrument.

Please call (504) 361 – 6725 if you need further assistance with this matter.

Visit the WIC Vendor Web page at www.wic.dhh.louisiana.gov to view other vendor related information.